

## CHAPTER 5

### Internal Information

#### 5-100 Use of AFRTS Outlets to Disseminate Internal Information

1. Although the normal perception of AFRTS by military personnel in overseas locations is one of entertainment programming, the primary purpose and most important product and service that can and should be delivered by AFRTS personnel and equipment is "Internal Information."

The purpose of AFRTS outlets is to keep their audiences informed and aware of whatever is happening anywhere that may have an effect on their lives and/or careers.

2. "Internal Information," as used in this Regulation, is meant to be an all-encompassing term including any and all of the following: News information from any of the civilian news sources of any nation or news opinion and commentary that is used on any major United States electronic medium (national or international information); information originating from the United States military installation commander, any of the subordinate or tenant commands, "Unified or Specified Commands, or Allied Commands (Command Information); "military information originating from the Department of Defense or the Military Departments (Service Information); local military installation news, local civilian community news, local special events on the installation or in the local civilian community, or "news-features" on individual personnel (Local Information) ; and any information for dissemination to military personnel, DoD civilians, and their family members as directed by DoD and/or the Military Departments.

3. Personnel at any AFRTS outlet may find themselves actively associated with the information programs of all branches of the Armed Services. Basic policy and guidelines are set by higher command, but outlet personnel are responsible for executing the dissemination of this Internal Information in electronic media format.

4. Unified and/or Specified Commanders, Military Base and/or Activity Commanders and Commanding Officers Ashore and Afloat shall not use AFRTS outlets for the programming of any materials except internal information and materials received from the AFRTS Broadcast Center, except as specified in this Regulation, without express prior authorization from the Director, AFIS.

5. AFRTS outlet personnel are responsible for keeping their audiences adequately and accurately informed. This requires correct programming and/or scheduling decisions. When in doubt about decisions of this nature, outlets should check with their appropriate Network or Squadron Headquarters or Military Department Broadcasting Service.

#### 5-101 Purpose of the AFRTS Internal Information Program

1. The AFRTS Internal Information program has several distinct purposes:

a. To increase knowledge, professionalism, readiness, and pride in military service and to stimulate awareness of the military as a rewarding and productive career.

b. To establish the methodology and provide the access needed throughout the Department of Defense to ensure a free flow of all types of Internal Information to military personnel, no matter where they may be.

c. To provide information necessary for the "morale and welfare" of DoD personnel and their family members.

d. To assist individual citizens in uniform in appreciating the freedoms they are called upon to defend, in realizing their responsibilities under those freedoms, in comprehending the values of our Government and National Heritage, and in understanding the threats to our nation's security.

#### 5-102 AFRTS Spot Announcements

1. The American Forces Information Service (AFIS) provides Commanders and Commanding Officers with policy guidance and completed informational "spots" for the dissemination of information to military personnel. These spots, which are generally 28 or 58 seconds in length, in both radio and television, replace the commercial availabilities within normal information or entertainment programs on AFRTS. Examples of these spots include, but are not limited to, such areas as: Military Benefits, Citizenship and Voting, Equal Opportunity, Retention, Code of Conduct, Drug and Alcohol Abuse, Orientation for Overseas Duty, Ecology and Environment, Standard of Conduct, Health and Physical Well-being, Military Career Opportunities, Education, Consumer Information, American and Military Heritage, Legal Affairs, Safety, Security, and similar topics.

2. AFRTS is an entity of the Department of Defense and, as such, is a non-commercial broadcast organization. Except as stated in paragraph 3 below, no commercial products or profit-making organizations may be mentioned in AFRTS spot announcements.

3. Spot announcements shall not mention the brand name of any product. To do so may be considered an endorsement by the Department of Defense and provide unfair competition with other products. This includes those products which carry the AAFES (Army and Air Force Exchange Service) brand name, and Navy Exchange products. Brand names may be mentioned in news stories if they are an integral part of objective reporting.

4. No prices shall be used in spot announcements, nor will spots solicit funds directly or indirectly unless specifically approved by the Director, AFIS. Exceptions are spot announcements produced for the annual Overseas Combined Federal Campaign if they are general in nature and do not highlight a single Agency. AFRTS outlets may also produce spot announcements that support fund drives sanctioned by the Military Departments and their major commands, such as Army Emergency Relief, Navy Relief Society, Air Force Aid Society, and similar campaigns.

5. Spot announcements shall not publicize gambling or games of chance, unless such activities are organized within U.S. military communities and

authorized by local Commanders for purposes of charity or morale and welfare. In the case of Command-authorized lotteries, names of winners may be mentioned in local news stories. Spot announcements shall be restricted to mentioning where tickets are available, and will not mention price, nor encourage participation in the lottery.

6. Spot announcements shall not promote membership drives for organizations requiring dues or a monetary fee for joining.

7. Local "Bulletin Board" programs may use brand names and prices when advertising personal items for sale or exchange by authorized members of the audience. All other policy statements contained in this chapter pertain to any locally-produced "Bulletin Board" type program(s).

8. With the exception of Network/Outlet local spot productions, all spot announcements will be produced or acquired, reviewed and approved for AFRTS use solely by the Radio & Television Production Office (RTP0), AFIS. Occasionally, sources will provide spot material directly to AFRTS locations. In such cases, the material should not be used. It should be forwarded to the RTP0 for review and possible release to all AFRTS outlets. Any spot announcement aired on AFRTS, regardless of where or by whom produced, must be complementary to the DoD policies and other spot(s) released by the RTP0. An example would be not using spots promoting the sale of alcoholic beverages at the Class IV store, since DoD continually attempts to reduce the use of drugs and alcohol.

9. Spot announcements produced by local AFRTS facilities; the Regional Production Centers (RPC's); or by the Military Services as part of their Command/Internal Information mission, are the exception to paragraph 8, above, as pertains to the origination and approval for use on AFRTS.

10. Spot announcements released by the Radio & Television Production Office (RTP0), AFIS, and distributed by information cassette/disc or by program insertion (SATNET or tape/disc packages), are considered under the same guidelines and policies as any other program material released by AFRTS-BC. Consideration for use will follow the same host-country sensitivity guidelines as all other programs. Spots will not be covered or deleted within programs (unless previously authorized) and will be scheduled, as appropriate, when released on information cassette or disc.

11. Further guidance on programming, particularly in the area of lotteries, can be found in appendix F.

#### 5-103 Religious Spot Announcements

1. Local stations may produce religious spot announcements that inform the audience of dates and times of authorized local religious services and events. Such announcements will not promote participation or membership in one religious group over another, nor will local spot announcements espouse the doctrine of a single religion.

2. Religious announcements not produced locally must be received only from AFRTS-BC. These announcements shall have been reviewed and approved by

the Armed Forces Chaplains Board (AFCB). Spots received from other sources may be forwarded to AFIS for a determination on their use.

3. Except for locally produced spots or programs, no religious material may be used without prior review and approval by the AFCB.

4. Further guidance on programming, particularly in the area of religious spot announcements and programs, may be found in appendix F.